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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * APRIL 1969

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

CLIFFORD M. HARDIN
Secretary of Agriculture

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EXTENSION SERVICE

REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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A look at ourselves

Papers that are both interesting and practical frequently cross the desk. The latest is a summary of a doctoral dissertation by Gordon L. Dowell, a county Extension director in Oklahoma. The title of the project was "A Study of County Commissioners' Cognition and Appraisal of the Oklahoma Cooperative Extension Service."

Space is too limited to go into the findings. But in general the Commissioners were not as well informed about Extension as would be desirable. This led Dowell to a number of recommendations which, in addition to recommending further study, include the following:

. . . that a continuous public relations program be designed to communicate to county commissioners the purpose, the programs, and the needs of Extension work in Oklahoma. The Oklahoma County Commissioner's Association should be maximally involved in informational type programs.

. . . that county commissioners be involved in planning, executing, and evaluating county Extension programs.

. . . that studies . . . should be conducted with other clientele groups to assess their knowledge and appraisal of the Oklahoma Cooperative Extension Service.

This seems to be a commonsense approach that would be useful throughout the land in getting better understanding, support, and participation in Extension programs.—WJW

If farm news is being neglected in your county newspaper, perhaps you can do something about it. Plenty happened in St. Clair County, Michigan.

More than 3 years ago, the Port Huron Times Herald lost its farm reporter, so it dropped the farm page and farm news coverage diminished. Concerned farm leaders visited with Simo Pynnonen, county Extension agricultural agent.

Pynnonen visited the editor, Granger Weil, to relate this experience. After discussing it with his staff, Weil asked Pynnonen to suggest names of farm leaders whom he could invite to a luncheon meeting. Weil commented that no other group had ever come to the newspaper to suggest ways the paper might better serve the community. He said he welcomed the opportunity to discuss what farm

leaders thought the newspaper should be doing in agricultural coverage.

The result was the hiring of a part-time farm reporter.

A year later, the editor invited the farm leaders in again as his luncheon

guests to review the Times Herald farm coverage. Seventeen farm organization leaders and USDA and Extension officials attended.

Pynnonen says, "The farm coverage in the past year has improved immensely, and we now feel we have excellent coverage of all farm events. The farm editor, Brad Smith, is very energetic and is working diligently to provide the type of coverage that we in the Extension office feel our county should have.

"I wonder how often we are unhappy with our public relations and yet do nothing about it," Pynnonen commented. "In this case, the farm leaders, the Extension office, and even the newspaper staff were unhappy with the farm news coverage. Yet, until Extension took the initiative to bring the three parties together, nothing happened. Now everyone is happy. The problem has been solved—all because of interested people getting together and talking."

And it is easy to understand why County Agent Pynnonen has received a NACAA award for public relations. □

Brad Smith, left, Port Huron Times Herald farm reporter, discusses a new beef housing unit with Simo Pynnonen, St. Clair County Extension agent.



Agriculture makes NEWS

Extension plays catalyst in reviving farm coverage

by

Earl C. Richardson
Extension Information Specialist
Michigan State University



Workshop participants concentrate on workbook problems at "Managing for Profit" meeting in Muskegon, Michigan. John Trocke, district marketing agent for the Michigan State University Cooperative Extension Service, developed the program.

'Managing for Profit'

Michigan's agribusiness leaders review management techniques

by
Don A. Christensen
*Extension Marketing Editor
Michigan State University*

Michigan's agribusiness leaders are taking a critical look at their abilities as managers in a new "Managing for Profit" workshop developed by John Trocke, district marketing agent, Michigan State University Cooperative Extension Service.

Directed at top management, the concentrated 2-day program utilizes case method, work sessions, structured learning, and a variety of other educational techniques to teach management's changing role.

"The trouble with management today," Trocke explains, "is that it's often too busy managing to take time to review techniques."

Trocke provides this managerial introspection through the use of slides, charts, workbooks, and lecture guides. The program runs the gamut of management's functions and includes sections on organizing, directing, controlling, coordinating, communicating, and motivating.

Thus far the workshops have been limited to western Michigan. Attendance has ranged from 15 to 20 business leaders at each session. Enrollment fees to defray the cost of the workbooks and rental of the meeting place have averaged about \$3 to \$5 per participant.

Companies frequently have sent supervisory personnel. But company officials often have received such favorable reports on workshop activities that the top management attended the next time the workshop was offered.

"We have had cases where company vice presidents and presidents turned out for a workshop on the recommendation of other company employees," Trocke says.

Managers attend by invitation, and invitations are limited to firms related to the Extension audience. "We have had people from government agencies, production credit organizations, bankers, restaurant operators, and big farmers, but most of our participants are processors or suppliers," Trocke says.

Participants are divided into groups at the start of the opening day's session. "We rely heavily on group effort," Trocke explains. "It helps to get people interacting and actively participating."

The groups are presented with management problems representing actual case histories in which only the names of the firms have been changed. Though the day usually ends at 5 or 5:30, "there have been instances where groups continued meeting until 6 or 6:30, and then returned early the next day to complete their work," Trocke explains.

Since the program is based upon sound managing principles, it can be applied to all businesses. "Many

managers feel they have problems unique only to their organization," Trocke says. "Through the workshop we show that these problems are not unique, but common to many firms. Then we show how such problems can be overcome."

Trocke has long been interested in developing such a program, but he didn't actually begin until 2½ years ago. "I decided to begin shortly after returning from a leave during which I participated in a management study for one of the large supermarket chains," he says.

"During the course of the study, we found there was a communications breakdown between top management and store management. It was the same type of management weakness that occurs in many firms."

Before preparing "Managing for Profit," Trocke read or consulted some 150 books on the subject. A holder of a law degree from Blackstone College of Law in Illinois, he also had some legal experience working with cooperatives in Michigan.

The course was presented for the

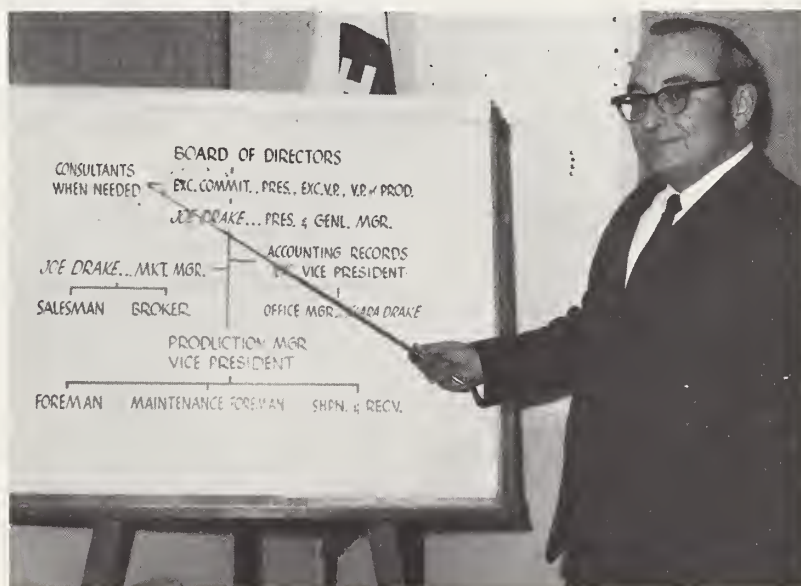
first time before a group of managers in South Haven, Michigan, in March 1968. Aiding Trocke with the presentation was Glen Antle, district marketing agent for the South Haven area.

"Actually the program was about two times as large as we desired," Trocke explains. "We included role playing and a number of other teaching and management techniques which we subsequently eliminated."

Other workshops have been held since that time in the western part of the State, and a workshop was held on the MSU campus for marketing specialists. With the addition of more qualified instructors, expansion of the program is planned. George Stachwick, director of Extension agricultural marketing, reports that "we are now prepared to offer the workshop in any area of the State where there is sufficient demand for it."

"Managing for Profit" kits prepared recently contain two lecture guides, slides, and charts, and sell for \$25. Workbooks may be purchased for \$1 each. □

John Trocke discusses management chain of command at "Managing for Profit" workshop in Muskegon, Michigan. The chart is just one of many educational aids he uses to teach management techniques to agribusiness leaders.



The Cooperative Extension Service has played a leading role in the development of the Connecticut Christmas tree industry in the past decade.

Floyd M. Callward, former University of Connecticut Extension forester who retired in 1965, may properly be called the "father" of the Christmas tree industry in the State. A successful part-time grower himself, Callward always insisted that Connecticut landowners could produce trees as good as those from outside the State. But more important, he asserted that local growers could deliver them fresh-cut for safe Christmas use, which is not easily done with northern trees.

Callward tried for years without results to interest Connecticut citizens in forming a Connecticut Christmas Tree Grower's Association. Reacting in a typical Yankee go-it-alone manner, the growers had no enthusiasm for the idea—until the State fire marshal took a hand in the proceedings. Just before Christmas in 1959, he ruled that no "live" Christmas trees could be used in any public building.

Within 2 weeks the Connecticut Christmas Tree Growers' Association was in an organizing stage. The first act of the new organization was to request and attend a hearing with the State fire marshal. The growers convinced him that fresh-cut, properly displayed "live" trees were not a fire hazard.

Before the 1960 Christmas season rolled around, the rules for use of such trees in public buildings were changed to encourage safety rather than to exclude natural trees.

The Association had 159 members in 1960. The Association's aims were:

- to compile and disseminate information on the production and marketing of quality Christmas trees;

- to encourage research into problems connected with the production of quality Christmas trees;

- to provide a medium for the building of acquaintances and the

exchange of experiences among persons interested in producing quality Christmas trees, including growing, handling, and related fields;

- to develop consumer good will by assisting and encouraging members to grow and sell quality Christmas trees.

The Association has relied heavily on the Connecticut Cooperative Extension Service for support and guidance. The Extension forester and the several county Extension agents have given the organization strong support and assistance. The organization, in turn, has helped develop an increasingly important crop from Connecticut's land.

The Extension forester is adviser to the Association's Board of Directors. Information developed about Christmas tree production becomes available to all growers in the State. This is accomplished through Cooperative Extension news releases and bulletins, regular membership meetings of the Association, and popular twilight meetings.

A twilight meeting is planned in each county during the growing season, and all growers in the area are invited to participate. These are field meetings, held on the plantations of Connecticut growers carefully chosen because they have problems to discuss or solutions to demonstrate. The Extension forester, the county Extension agent, the Park and Forest Commission forester, and the Association cooperate in planning these meetings. All have representatives present to take part in the program.

Fresh and safe — Connecticut

Problems of insects or disease, brush and grass control, protection, harvesting, and marketing are discussed out in the field. Participants exchange ideas and information. It is at these twilight meetings that many a small grower first hears of controls



Christmas trees

by

Edgar P. Wyman
Extension Forester
University of Connecticut

for spruce gall aphid or better methods of shearing and shaping his trees.

The Association also sponsors its own annual meeting in March and an annual field meeting in the fall. Members and prospective members are invited. The best informed experts are

obtained to discuss such problems as income tax accounting, advertising and marketing, and costs of Christmas tree production.

Each year the Extension forester conducts a marketing survey of the industry and in August sends a report on his findings to all growers in the State. About 44,000 Connecticut-grown trees were marketed in 1962. Last year's report indicated that Connecticut growers continue to increase their share of the "live" Christmas tree business in the State. In 1967, they sold over 140,000 fresh-cut Connecticut-grown trees. This is approximately 20 percent of all Christmas trees purchased in Connecticut.

Sixty-five percent of these were white spruce and 10 percent were Scotch pine. Norway spruce, blue spruce and Douglas fir made up the balance. Growers reported that 3 out of 4 trees sold were between 5 and 7 feet high.

Continuing investigation has shown that fresh-cut natural trees, when properly supported by a stand which provides for a reservoir of plain water, will not support combustion during the usual 2-week period when trees are on display in the home. As a matter of fact, Connecticut trees so displayed for periods up to 6 weeks have failed to ignite when exposed directly to open flame.

Connecticut growers emphasize the safety features of fresh-cut native trees. Trees cut outside the State, especially in more northern States, usually are cut so early in the season that they may constitute a fire hazard.

One example of an Association promotional exhibit was the display set up as part of Hartford's Constitution Plaza Garden and Nursery Show in September. Thousands of people saw

beautiful examples of the five important species of Christmas trees grown in Connecticut. The trees displayed ranged from tiny 2-year seedlings to 8-foot sheared specimens "growing" in a lifelike setting.

Currently, the Extension forester is conducting an investigation of the cost of Christmas tree production. Few growers have kept adequate records in the past. The Association, the Cooperative Extension Service, and the Park and Forest Commission are encouraging growers to use a standard system of cost accounting and to report detailed costs to the Extension forester. Results of this study will permit sounder business organization of the industry.

The Association also has a marketing committee, which annually lists the trees available for purchase from its members. Not all members have trees available for such listing, as most are contracted for well in advance of the sales season. The demand for Connecticut-grown trees still exceeds the supply, and few growers have unsold trees on their hands.

The most important method of marketing for many Connecticut growers is "cut your own." Entire families make a traditional expedition to cut their tree. They often return year after year to a favorite plantation.

Most trees are sold by the linear foot, though many are tagged with individual prices. Most Connecticut-grown trees are sold at retail by the growers, but a few large growers also sell wholesale.

The important features which Connecticut Christmas tree growers continually emphasize are quality, freshness, and safety. So long as their own trees meet high standards, no artificial tree will replace the traditional symbol of the Christmas season.

The Connecticut Christmas Tree Growers' Association, Connecticut Park and Forest Commission, and the Cooperative Extension Service are working hand in hand to maintain and improve these standards. □



Edgar Wyman, left, Extension forester, discusses spruce gall control with a Christmas tree grower at a twilight meeting.



Homemakers in LaPush gathered at the home of program aide Mrs. Iola Williams, second from right. While she discussed a list of recipes, they began preparing a nutritional dish that was later shared at lunch.

to teach Indian families better nutrition

by
Earl J. Otis
Information Specialist
Puyallup Extension Center
Washington State University

Saving \$15 on the grocery bill in 2 weeks may not seem like a big goal to all Americans, but to some Indian families in the Pacific Northwest, this represents a real accomplishment.

And best of all, according to one husband, "—we're eating better than we did before!"

These landmarks of success were reported in 1968—the same calendar year that the Extension Service began a program aide project in several coastal counties in the State of Washington.

One of these program aides told Clallam County Agent Marie Burnes

Using program aides

how her own family's buying habits had changed as a result of help. Evidence of a spreading influence was easy to find.

"We used to have pretty good meals for the first few days after payday, the aide said, "but later on it wasn't so good. For one thing, I didn't know how to buy. I bought such things as steak or pork chops without realizing there were other foods just as good and much less expensive.

"Besides that, I used to go to the store every day and sometimes more than once. I always bought more than I went after, and so our grocery bill would go higher. And yet we were not eating any better."

This aide's enthusiasm for her new buying and eating habits was bound to spread. It's a small, isolated Indian village and there are few secrets—good or bad.

Before long, members of other Indian tribes in the area asked Mrs. Burnes for training and information of a similar nature. In each area an aide was recruited. She not only became the important link with some of the more reluctant families, but also often turned over her home for meal preparations or meetings.

A basic effort of the program is to encourage eligible low-income families to use food stamps for better nutrition.

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to extend 4-H to new audiences

by
Robert Smiley
4-H Agent
Worcester County, Massachusetts

4-H program aides have proven to be an excellent way of extending the influence of 4-H into urban and disadvantaged areas in Worcester County, Massachusetts. Traditionally, these areas have had little or no 4-H Club work.

The Worcester County Extension Service entered into an agreement with the Commonwealth Service Corps of Massachusetts in 1967 to set up a program aide project. The Service Corps is an organization modeled after the Peace Corps.

Corpsmen were to assist in a semi-professional capacity in organizing and carrying out an informal educational and recreational youth program. Corps director John C. Cort was quite helpful in setting up this experimental project, because of his knowledge and understanding of Cooperative Extension.

Five 4-H program aides were used in five different situations and locations:

—an urban, disadvantaged area with a large number of AFDC (Aid to Families with Dependent Children) children who have very limited opportunity to be included in youth-serving programs,

—a predominantly rural area with very limited opportunities for young people,

—a neighborhood area in Worcester not intensively served by any youth program,

—an urban factory town where 4-H was not active.

The aides were recruited from the area where they would work, and were from the lower economic group. Four of the five aides were AFDC mothers. Recruitment and selection were accomplished jointly by the Worcester County Extension Service and the Commonwealth Service Corps.

Initial contacts for prospective aides were made through local welfare offices. In all cases, the persons recommended by the 4-H agents were accepted by the Service Corps.

The Commonwealth Service Corps provided aides a stipend of \$80 per month for 30 hours of work per week. Travel expenses were paid by the Worcester County Extension Service through a grant made available by the Massachusetts 4-H Foundation. Extension provided orientation, training, work assignments, supervision, and evaluation.

At an orientation meeting for the aides, the county Extension director and the Commonwealth Service Corps director explained their organizations and what they do.

They explained that the purpose

of the aides was to reach as many youngsters as possible with the 4-H program. They presented a step by step outline of how to do this and suggested project activities of clothing, foods, child care, crafts, and recreation.

Training meetings were usually held each month. All the aides and 4-H agents were present to review reports, accomplishments, questions, and problems. Doing this in a round-table fashion helped develop interplay among the aides. Other training was introduced in a variety of subject areas as the situation warranted.

Since Worcester County is composed of 60 cities and towns, the respective area 4-H agents provided work assignments and supervision. The agents work primarily by geographic assignments rather than by subject matter.

Individual assistance and training was given as needed. Time spent with

Continued on page 15

The program aides have found much personal satisfaction in helping extend the benefits of 4-H to more young people in Worcester County.





Instructor Paul Hughes works with one of the basic education classes at Estill County High School.

Adults return to school

With Extension's
organizational help

by
Jackson A. Taylor
*Extension Resource Development
Specialist in Adult Education
University of Kentucky*

People passing the Estill County High School in Irvine, Kentucky, one night last September were startled by the number of cars parked around the school. They first thought that Estill County was having a basketball game, but it was much too early in the season. Then they remembered that adult education classes were to begin in September.

The story of how the classes got started is an example of Extension's recognizing a need in the community and helping the local people organize to meet that need.

Estill County is one of the westernmost counties of Appalachia. Its economy is based on subsistence agriculture. The formerly important oil industry has about played out.

The twin towns of Irvine-Ravenna, with a total population of 4,000, have for several years enjoyed an economic boost as headquarters for the Eastern Kentucky Division of the L&N Railroad. But since the railroad converted from steam to diesel power and moved their repair shops elsewhere, this, too, has diminished in importance to the economy.

Irvine is about 29 miles from Richmond and Winchester and 50 miles from Lexington. These cities have been growing industrially for several years and providing jobs for many people. Nearly 2,500 Estill County people commute daily to these cities for work. Recently, new roads into the county have made commuting much easier.

Local leaders and politicians have worked diligently to bring industry to the county—with some success. But they recognize their limitations and accept for their county, without complaint, the role of a "bedroom community." This attitude has helped the people of the county to accept this role and to realize that they may have to travel to neighboring towns for employment.

Many new homes are springing up around Irvine-Ravenna. The prosperity being displayed by those employed in industry has created a desire

in others to do likewise. This situation created a receptive attitude toward education.

The University of Kentucky Cooperative Extension Service has a group of specialists who work specifically with the Appalachian counties of eastern Kentucky. This effort is known as the Eastern Kentucky Resource Development Project (EKRDP).

In April 1968, the EKRDP specialist in adult education, at the request of the local Extension personnel, talked to the Irvine-Ravenna Kiwanis Club about the opportunities for adult education. In Estill County, he pointed out, 85.2 percent of those over 25 years of age had less than 4 years of high school, and about 45 percent had less than 8 years of school. Thus, it appeared that there were many who could benefit, and undoubtedly some would attend if they understood the program.

Area Extension personnel then contacted the county school superintendent and arranged a meeting between him and the adult education specialist.

After the specialist discussed the broad field of adult education, what might be done, and how financing might be obtained, the superintendent decided to apply for funds to operate these "basic" classes.

Extension agreed to organize an educational program to create an awareness of what was available and an understanding of the need for adult education.

The Board of Education and the superintendent decided that classes should start in September. Extension made its drive in July and August. The resource development specialist wrote five newspaper articles and gave five radio talks. Local Extension personnel made numerous radio announcements. The radio station donated public service time for announcements of the program. Extension mailed 450 letters explaining the program, and businessmen, Kiwanis Club members, ministers, and others encouraged those who might benefit to attend.

The early response stimulated the

offering, in addition to basic education, of arts and crafts, horticulture, and business and office education. The school system announced the enrollment date and the courses to be offered with a paid newspaper advertisement.

The response to this campaign was little short of phenomenal. Within 4 weeks after classes began, 235 adults were enrolled. One hundred sixty-seven were enrolled in basic education, 36 were enrolled in arts and crafts, and 32 were enrolled in business and office education. New students were enrolling every week.

The school officials selected teachers who understood the teaching of adults, and who had a favorable attitude toward the program. Consequently, there have been few drop-outs.

A teacher with more than 20 years of experience remarked that the enthusiasm and determination of these adults has made this the most exciting experience of his professional career. □

Robert Flynn, the science instructor, demonstrates glassware techniques to adults in the GED program.





Youngsters from the Albina area, with help from the Oregon National Guard, break ground for the Green Fingers project.

Operation Green Fingers

More than 250 families from the Albina area of Portland enjoyed fresh garden vegetables in 1968 because of "Operation Green Fingers," a self-help gardening project.

The idea was first expressed at a meeting in Portland with Mrs. Vivianne Barnett, civic leader; Mrs. Tina Christensen, Extension aide; Mrs. Frances Matthews and Mrs. Noel Webster of the Federated Garden Clubs; Fred Jensen, Industrial Realtor; and Willard Lighty, Multnomah County Extension agent.

The Albina area is a low-income community within the city of Port-

Kenny Morris, 11, looks over vegetables he has grown as part of "Operation Green Fingers" in the Albina area of Portland, Oregon. Kenny cares for his garden almost daily.



by
Willard Lighty
County Extension Agent
Multnomah County, Oregon

land. Garden space is limited; therefore, land was needed for the project.

Through the efforts of Fred Jensen, 200,000 square feet of land was obtained from the Oregon State Highway Department on a temporary basis for use as a garden site. This property, consisting of overgrown home sites, was cleared of vegetation by the 3670th Heavy Equipment Maintenance Company of the Oregon National Guard. It was ready for planting in less than a month after the first planning meeting.

With the land in readiness, the question was raised of what specific crops were to be grown. A further planning session produced a list which included turnips, beets, mustard, sweet corn, collards, lettuce, carrots, radishes, cabbages, and peppers.

County Agent Lighty obtained the seed from a seed company in Portland. It was in bulk packages and was repackaged by a group of interested 4-H leaders in Portland. They prepared more than 250 packages of seed, and Andrew Duncan, Oregon State University vegetable marketing specialist, prepared a vegetable gardening bulletin.

More than 5,000 bedding plants were also obtained from three large growers in the area. They were delivered to the site to be distributed to the participants as needed. The contributing growers expressed a real interest in the project and were pleased that they had been contacted to participate.

Information fliers were prepared and circulated to potential participants in the community. These fliers described the plots available and the crops that could be grown.

An enrollment form was included

on the flier. Upon receipt of the form, a participant could pick out a garden plot at the site, receive his allotment of seed and plants, and begin working his garden.

A temporary office, consisting of an on-site construction trailer, was set up to handle the project. Garden tools and hand roto-tillers were donated by local garden stores and equipment companies.

A model garden was established to demonstrate some desirable planting techniques. The various crops were put into the 1,600 square foot plot in accordance with their maturity dates to assure orderly harvesting and the best use of sunshine and water. The model garden was turned over to a participating family to maintain during the growing season and served as a ready reference.

As gardens began to take shape, a great deal of pride showed up in the manner in which they were laid out and decorated. Rows of rocks surrounded the plots, and flowers were interspersed throughout the area to add color. Some youngsters even put up little fences around their plots to add an element of uniqueness.

The Portland Rainmakers raised nearly \$1,000 for irrigation water by selling "watered down" stock at 1 cent per share for 100-share minimums. The selling campaign was so successful that a number of shares even reached the United States Congress.

The pipe used to carry the water from the city water outlets was supplied free by a Portland manufacturer. Volunteer workers laid out main lines with spigots where hoses could be attached for the irrigation of the individual plots. Individual sprinklers were used to apply the water on gardens.

A Portland fertilizer company provided about 1,000 pounds of chemical fertilizer. Because the soil was relatively unimproved, the value of fertilizer was dramatically demonstrated.

A committee from the State Fed-

eration of Garden Clubs judged the gardens for awards. Cash and material prizes were given in about eight categories.

The overall winner in the competition, Kenneth Morris, proved that no previous gardening experience was necessary if persistent dedication was given to doing a top-notch job.

A harvest festival was held to present the awards and to demonstrate ways in which garden products could be used to improve diets while increasing eating enjoyment.

The Oregon American Legion, who supported the project during the year, have offered to make it their 50th anniversary year project. They will also try to interest the national American Legion organization in encouraging similar projects throughout the country.

Operation Green Fingers was different in many respects from other projects for improving the livelihood of low-income families. It was privately conceived, planned, and sponsored. It was in operation within a month after it was first discussed as a project. It received the cooperation of nearly all groups contacted. It allowed people to work together on a self-help project and gave them a chance to increase their knowledge of better diets through the growing and the preservation of garden products. The project did not involve a large expenditure, because of the cooperation of local businesses and agencies.

A great potential exists for organizing this project into 4-H Clubs. Home beautification could also be closely aligned with the garden activities if gardens were located at the homes.

The most important accomplishment was that members of this community learned that they could participate in an activity simply by showing an interest and exerting some effort. Operation Green Fingers was a locally initiated, self-help program designed to "help people help themselves." □

nutrition

Continued from page 8

Program aide Mrs. Beatrice Charles, left, and home economics agent Mrs. Marie Burnes, center, pay a homemaker a visit to help her plan more nutritious meals for her family.



Planning, buying, preparation, care, and storage of foods are stressed. Budgeting often is needed badly as families try to overcome debts that have risen from illness or a lingering lack of a job by the breadwinner. Priority is given to low-income and young families with children.

Tribes in a roll call already represent a colorful and historical group. Quinault, Tulalip, Lummi, Nooksack, and Muckleshoot—all familiar names in the heritage of western Washington Indian life.

For Mrs. Burnes it started with the Elwha Indians in Port Angeles, moved out to the Makah Indians in Neah Bay, and then down the coast a few miles to the Quillayutes in La Push. Similar work went on in other western Washington counties.

Every week or two, Mrs. Burnes and other agents like her meet with the aides to share progress reports and to determine what will be taught next. Every 3 or 4 months, the aides and agents get a chance for stimulating training by WSU specialists.

The aides like to call themselves "home front" workers, and the things they learn from the agents and specialists are put to good use rapidly when they return to action.

Mrs. Leo Williams, for example, the aide in La Push, showed her Quillayute friends how they can stretch their meat dollars through inexpensive casserole dishes featuring lean ground meat or fish and vegetables. La Push

is famous for its salmon fishing, but there has been difficulty getting enough vegetables, fruit, milk, and meat into the daily diet of the families.

Isolation and high costs of transportation account for much of this predicament, which is common to many Indian families throughout the Olympic Peninsula. But some of the problem was simply misunderstanding.

As one Indian mother told Mrs. Burnes, "I didn't think it made much difference what I fed the kids as long as they were filled up." A plate of spaghetti at noon and again at night was not unusual fare.

After working with Extension's program aide, this same mother said, "Now that I understand the importance of the right food, I try to see that my three children get these foods regularly."

Convincing the husbands to eat foods that are good for them and their families but are possibly a departure from their life-long diet is sometimes the most difficult task of the entire procedure. In many cases the husbands were brought around to trying vegetables—and liking them—by working them gradually into the menu.

Mrs. Burnes started the effort by having the ladies include carrots, celery, or other seasonal vegetables in with a regular ground meat or fish dish. Even leftovers were more palatable, thanks to this technique, one of the ladies told Mrs. Burnes.

And so the work goes on. Sometimes progress seems to come slowly—but then one night the husband mentions how tasty the meal was and suddenly the effort is worth it all. □

new audiences

Continued from page 9

the aides was much more than would normally be given a regular 4-H volunteer leader. This time was well spent, however, because it helped the aides get adjusted and know their responsibilities faster.

The program made a definite impact in the areas served—potential clientele sought out the aides to find out more about 4-H. The aides who have led clubs have realized the full satisfaction of what their work is accomplishing and have a stronger sense of what they are asking others to do.

Whenever possible, the aides liked to be included with the regular program; in fact, the more involved they became, the greater was their effort.

Recognition of aides and their volunteers was particularly important, as was mutual respect between the aides and 4-H agents.

Evaluation

Results of the work of five aides in 1967 include:

Leaders obtained	17
Youth contacted	1,710
Youth served	375
Clubs formed	25
Junior leaders developed	13
Youth enrolled in 4-H projects	283
Youth completing 4-H projects	250

The decision to hire AFDC mothers presented a number of problems. Their consequences, unfortunately, can only be guessed at in terms of what might have been accomplished. These problems included:

- lack of mobility (no cars),
- individual family problems (not easy for them to leave children),
- originally, lack of understanding of 4-H Club programs,

—lack of education and ability to meet the public easily,

—difficulty in finding local volunteer leaders (parents are apathetic, especially in housing projects),

—some aides cannot seem to recruit volunteer leaders,

—difficulty in finding leadership for projects of interest to boys,

—difficulty in locating places to meet within walking distance,

—aides sometimes reach a standstill and need a push to try for greater effort.

Judged purely by numbers, the project shows doubtful success. But judged by the recognized difficulties in organizing in these areas, it was successful. The project was continued in 1968, and the level of overall performance increased.

A welcome byproduct of the program was the changes which took place in the aides. Working as an aide had a beneficial effect in terms of personal growth. The aides' appearance and their ability to meet the public showed marked improvement. They are more alert, and they recognize that their enthusiasm has carried over into the lives of their own children.

The use of 4-H program aides has expanded the 4-H program in each of the project areas. Therefore, we feel that the use of such aides can play a very important part in any 4-H expansion program.

On the basis of this pilot work, the Commonwealth Service Corps is currently expanding this service to other Massachusetts counties. □



A Worcester County 4-H program aide, right, works with youth on a cleanup project in a densely populated urban area.

The whole is greater than the sum of the parts

Add up the blocks on the front cover and you'll discover that the whole is greater than the sum of the parts. The strength of the whole comes from the interlocking relationship of the blocks—a relationship not unlike the real life relationship that exists between rural and urban people.

We, as a Nation, are coming to realize, belatedly perhaps, that what in the past appeared to be urban problems are extensions of rural problems. Rural people don't solve their problems by moving to the city. They just take their problems to a new environment. This new environment is often more hostile to their mode of life and does more violence to their welfare. Similarly, we are discovering that some of what we thought were rural problems are extensions of urban problems.

Our failure to recognize this rural-urban interlock a few years ago is proving costly. We are finding ourselves short on the commodity we need most—time. But the important thing now is the fact that it is being recognized by both our national leaders and the intellectuals.

This recognition of our national leaders is manifested in the appointment of the Secretary of Agriculture to the Urban Affairs Council set up by the President. It is manifested in his appointment to the Council on Economic Development. These appointments indicate a philosophy that urban and rural people are inextricably linked—that you can't reach a long range solution for one without achieving a long range solution for the other.

Some of the evidence of this recognition by the intellectuals can be found in the major papers presented at the 1969 annual Agricultural Outlook Conference. The papers dealt not with agriculture per se, but rather with factors that will affect agriculture. The significant point here is that the decisions which determine the role that these factors play are made far from the farm and rural areas.

The implications of this recognition of the rural-urban interlock are many and complicated. But some seem to stand out at this point which are important to all of us, whether we are in Extension or some other institution.

This recognition is leading more and more of our public institutions to conduct comprehensive self-examinations of their structures, missions, and goals in terms of the broad issues. As they rechart their courses to conform to the rural-urban interlock, they are finding and will find their missions and goals meshing more and more frequently with those of other institutions. This meshing will bring to the surface many complementary activities and programs that will influence each institution's scope and role, including Extension, to solve the basic problems facing our society.

As more and more areas of common concern are discovered, we'll find the whole will be growing much faster than the sum of the parts.—WJW